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**FOR IMMEDIATE RELEASE**

CLASSICAL VOICE TELEVISION LAUNCHES WITH STREAMING PROGRAMMING ON NOVEMBER 1<sup>ST</sup>

Original web series and streaming operatic performances will appeal to all audiences, especially  
millennials

July 11, 2016, New York, NY – Classical Voice Television (CVTV) will begin airing on November 1, 2016. A web based television network, CVTV aims to appeal to a variety of audiences, especially millennials who watch most of their entertainment online. The goal of CVTV is to expand the operatic audience by presenting familiar programming with opera related themes.

“All of our content providers are either opera singers or associated with opera in some way,” says Jamila Gieseler, Vice President of Programming for Classical Voice Television. “These programs are a way of introducing opera to audiences that may not be familiar with our art form, while providing them with entertainment that is mainstream. Each original show has some type of operatic element weaved into the storyline in a meaningful way.”

CVTV’s content providers show that opera singers not only have tremendous talent in music but in other areas as well. For example, one of CVTV’s shows, *Cooking A ‘Capella*, stars Lawrence Rush, an operatic tenor who has performed in opera companies across the US but is also a professional chef who has worked in some of New York’s most prestigious restaurants. His show combines cooking with singing in a way that appeals to all types of viewers.

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Operatic performances will not be left out. However, these performances will be tailored for a television rather than a theater audience. As an example, a new performance show, The Opera Den, will showcase opera singers and their lives, but will be filmed on location inside someone's home.

Classical Voice Television will include original comedy, drama, lifestyle and performance shows. There will also be educational and documentary programming, so there is something for everyone.

Classical Voice Television ([www.classicalvoicetv.com](http://www.classicalvoicetv.com)) is a brand of The Classical Voice Company, LLC, a vocal production company which produces recital series, operas and operatic themed television shows. They are located in Woodbridge, New Jersey.

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If you would like more information about Classical Voice Television or would like to interview the officers of The Classical Voice Company, please contact Courteney Wilds at 201.286.4951 or via email at [courteney@theclassicalvoicecompany.com](mailto:courteney@theclassicalvoicecompany.com).